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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NEWSLETTER

NAEB

DECEMBER 1956

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GENERAL

REPORT FROM PARIS

A new arrival in Paris is impressed with two things: how kind and friendly the French people are and the high regard which officials of Radiotelevision Francaise have for NAEB.

The manner in which RTF is organized should be of interest to American educational broadcasters and in subsequent reports perhaps brief descriptions of the various RTF departments might be of some value. Thus far, the most intriguing to me is the research and experimental division. To my knowledge, no equivalent project operated by one broadcasting institution exists in the U.S., and so next month, a brief description of RTF's approach will be reported.

--Keith M. Engar
NAEB Fulbright in Paris

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ORCHIDS TO WNYC

When Jack Gould, New York Times Radio-TV critic, lambasted the networks for not carrying the UN sessions on the Middle East crisis, Seymour N. Siegel of WNYC could afford an expansive smile. Not only did WNYC carry the broadcasts from the Security Council as long as they could stay on the air - they also asked the FCC for emergency authority to operate unlimited time so the broadcasts could be complete. WNYC's license requires them to sign off at 10 p.m. EST, to avoid interference with Minneapolis station WCCO on the same frequency.

MEMO

FROM THE EXECUTIVE DIRECTOR

On November 8-9, I attended the Council of National Organizations National Convention in Atlantic City. While there, I was elected a member of the CNO Executive Committee, an honor I was pleased to accept on behalf of NAEB. As you may know, I am also a member of the CNO Broadcasting Committee.

Dr. Ira De A. Reid gave an excellent talk on voluntary associations which he broke into three types: those that express an individual (hobbies, professional and recreational associations); those directed outward, designed to bring about changes (the majority of CNO members, pressure and education groups); and the mediating or bargaining associations (trade unions, churches, race relations, etc.).

How well, he asked, does an association meet the real needs of the individuals that desire them? Are they only a myth, and not what persons really need? Dr. Reid pointed out that people nowadays join organizations increasingly because of a rootless feeling. The family and neighborhood no longer exist as a unifying force and people try to find substitutes for this feeling of "belonging." Often an occupation provides the needed identification: people express great loyalty to "the company," or "being a farmer." Fads are an im-

portant unifying force with youth. Because of the social and geographical mobility, the impermance of one's present position, people desperately need something to hold on to that gives a sense of permanence and prestige. There are about 100,000 associations in the U.S. From 60-65% of the people belong to organizations other than union and church; 35-40% are usually not joiners. Most of these belong to either upper or lower classes. The middle class is the great class of joiners. People who join associations for escape don't strengthen them unless it's for reform or revolution, but use the association for their own prestige.

Dr. Reid says the class systems are redistributing themselves. In suburbia the man in the gray flannel suit who "escaped" has been joined by the middle class. Hence all kinds of occupational, zoning, PTA, and tax groups are forming. Somewhere along the line a point of diminishing returns is reached in the number of organizations and new combinations often result.

Melvin A. Glasser, publicity director of the U.S. Polio Foundation, spoke on voluntary organizations. He said they don't "serve" a democracy but are rather an essential part of it. Pointing out that in Argentina and Germany all voluntary organizations were outlawed when dictatorship set in, he said they are an expression of freedom of choice. Voluntary joining of organizations is the only way individual needs can be ordered. The government limits participation to voting; voluntary organizations let all really "participate." Glasser opposed Reid's contention that organizations cannot solve a person's problems. He said they offer a place to go for help, advice, and firm identification. Men feel they are not alone there, and can solve their problems of what to do with more leisure time, the pressures of urbanized, sophisticated society, and the further mobility and impermance of families.

Voluntary participation in a voluntary agency teaches democratic living. If you push people around too much, the organization will grow weak within itself. Individuals change the nature of these organizations, and objectives change and clarify after sifting through the channels of a board, the staff, a state, regional, and then local group who call upon volunteers.

Glasser listed ways a national organization can assure good volunteer participation:

1. Have a sound professional staff and maintain good relations between them and the volunteers.
2. Help individuals find the right job. Misfits become discouraged and everyone wants some limelight.
3. Decide what the staff is to do and what the volunteer does.
4. Provide good guidance materials.
5. Give credit and recognition.

Leaders should recognize the huge growth of public programs and tie in with them. They need individuals to succeed. Above all, conscious analysis and study of what makes active participation should be carried on, so that maximum resources within an organization can be tapped.

The 10th I attended the AEA Convention, also held in Atlantic City, where I was chairman of a panel on radio-TV in adult education. Other members of the panel were: Dean Leslie E. Brown of Cleveland College; John F. White, general manager of Pittsburgh's WQED; and Gregor Ziemer, director of public education of the American Foundation for the Blind and chairman of the CNO Broadcasting Committee. Out of this panel grew a recommendation for the creation of a permanent Section in the AEA devoted to radio and television in adult education. It is our belief that this step, already endorsed by the AEA Delegate Assembly (of which James Robertson of WTTW is a member) will greatly assist in the efforts to which we are all devoted.

In my spare time I attended meetings of the AEA Field Development Committee, of which I am also a member.

Illness in the family called me home early, and is responsible for the brevity of this month's report. However, I can't close this without expressing our best wishes for a peaceful, restful and enjoyable holiday season.

"As Others Read Us: American Fiction Abroad," the series produced under a grant from the ETRC and NAEB, was presented daily during the American Humanities Seminar held at the University of Massachusetts. A very nice use for this grant-in-aid series!

NETWORK NEWS

By this time all Network members have received the two memos covering the new policies on tape returns and the tape inventory situation. We sincerely hope that 100% cooperation will be given by all to these proposals. This Network cannot long continue without the complete support of all members. This does not mean that a group of "yes" men is desired; on the contrary, constructive criticism and reasonable argument from members are encouraged by those charged with the responsibility of guiding the Network. However, when after great thought and numerous consultations with responsible, prudent individuals and groups, the Network staff feels certain changes should be made for the good of the Network - then the cooperation of all stations is expected.

We are approaching that time of year when submissions for in-school offerings are usually forthcoming. At this date, however, such submissions have been few and very far between. So come on, you in-school producers, make your good series available to all NAEB stations. For information on how to submit in-school series, contact the Network Manager.

In closing, the entire Network staff wishes all NAEB members a Merry Christmas and a bright New Year.

--Bob Underwood

Arthur Larson, undersecretary of labor, was chosen by President Eisenhower November 10th to be director of the U.S. Information Agency. The USIA operates the Voice of America and other overseas information programs. Larson succeeds Theodore C. Streibert, who resigned to return to private life. The White House said the exact date for Larson to take over his new duties has not been fixed.

--Chicago Tribune, November 10th

STATION AIDS

Ohio State University has a report on radio program and music preferences of farm and small-town listeners in central Ohio. A graduate student compiled this summary from questionnaires filled out by 2,314 men and women.

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Competition is open for the Alfred P. Sloane Traffic Safety Radio-TV awards. A bronze plaque designed by an internationally famous sculptor will be awarded the winners for the best highway safety promotion during the calendar year 1956. The purpose of the award is to recognize work of top merit and to encourage all broadcasters to step up safety efforts. Entries, together with sample transcriptions, scripts, films and a brief statement summarizing the nominee's highway safety activities, must be submitted before February 1, 1957. For official blanks send to:

National Safety Council
425 North Michigan Avenue
Chicago 11, Illinois

Last year's winner in the educational field was radio station KDPS, Des Moines, Iowa. There are separate awards given for both radio and ETV stations, though, so let's have some applications in for this competition!

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Recently the NAEB Engineering Service has put out a pamphlet on establishing a 10 watt educational FM station. This gives information from procedures on getting a license to operating a transmitter. If interested, write Headquarters, 14 Gregory Hall, University of Illinois, Urbana, Illinois.

Reminder: There are many things in the Newsletter to interest engineers. Don't forget to circulate the Newsletter when it comes to your engineering staff.

NEWS OF MEMBERS

GENERAL

A storm is apparantly brewing over control of WHYY-TV, Philadelphia. The station board of directors reportedly has turned down as "educationally unsound" a proposal by the board of education that director membership should be based on dollar contributions toward operation of the station.

A meeting was called for November 23rd to determine the eventual financing. The board of education, it is reported, has withdrawn a contribution of $100,000 and is offering $75,000 instead for operation of the station on a stand-by basis with a reduced staff. The other $25,000 would be used to finance a management survey of the operation by a New York firm. The station was originally scheduled to go on the air the 26th of November.

--Radio-TV Daily, November 21, 1956

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WILL-TV, University of Illinois, received a special certificate of appreciation the last week in November from General Robert Eaton of the 10th Air Force. The award reads "for unselfish and exemplary public service in an effort to promote the growth of the USAF Reserve as a link in the chain of National Defense." The award was made because of several live programs presented over WILL-TV, including two series called "Flight Time" and "AFROTC Story."

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The University of North Carolina's WUNC-TV was commended for its work in a resolution adopted by the North Carolina Association of Broadcasters at their fall convention. The station was also commended for its cooperation in feeding programs to commercial stations.

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The University of Nebraska's KUON-TV has put out a 2-year report, covering developments since the station first started. This is a fine, comprehensive report! Hats off to KUON-TV for coming so far in two years.

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WHA-TV, Wisconsin's ETV station, has decided to withdraw from the FCC hearing on whether a new commercial TV station, WPRE, will cause serious interference in their signal. The station still feels they will lose a good chunk of their listeners through the forthcoming interference, but the cost of proving their case to the FCC is prohibitive.

--InterCom, November, 1956

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Indiana University has just published a smart-looking bulletin on their Radio-TV curriculum. Easy to read and illustrated with clear, interesting photos of students, this bulletin can be had by writing to: Radio-TV Service, Indiana University, Bloomington, Indiana.

Also in the line of bulletins, WTTW, Chicago, has published a large size, few page booklet crammed full of information and illustrations. Titled "WTTW, Channel 11," it gives a complete summary of their working operations, programs and financial support.

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WKAR-TV, Michigan State, recently purchased a new magnetic film-sound recorder. They will use the new equipment to make double system kinescope recordings.

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WTTW, Chicago's ETV station on Channel 11, observes its first birthday the week of December 10.

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PERSONNEL

Joan Ackerman, formerly an audio-visual specialist with Arthur D. Little, Inc., Cambridge, Mass., has joined WKAR-TV, Michigan State as a Writer-Producer.

PROGRAMS

Students confined to their beds in the UCLA Medical Center Hospital watched the annual Homecoming parade through the closed circuit TV facilities of the school's Television-Radio Division. Under the direction of Rudy Bretz, divisional head, a crew of 15 students produced the telecast. Over 1000 feet of video and audio cable was laid between the control center and the monitor which was placed in the University's hospital ward. One completely paralyzed woman patient viewed the telecast from prism glasses as she lay on her back. The production was one in a series of remote telecasts planned by Bretz for student training.

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Dizzy Gillespie, currently billed as "the greatest jazz attraction of the season" at Boston's Storyville, was the guest of the Rev. Norman J. O'Conner on Boston's WGBH-FM "Jazz Anthology" November 24.

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"Hungary: The Unwilling Satellite," a half-hour program discussion on events occurring in that country from 1938 to the present, was shown on WQED, Pittsburgh, November 16. Guests included the Hon. Blair F. Gunther of the Pennsylvania State Supreme Court, Zolton Pfeiffer, a former minister of justice in Hungary's only "Democratic" government since WW II, and Dr. Magda Despur, forced to flee Hungary in 1948 and now assistant professor of modern languages at Duquesne University.

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Human beings always have been curious about why they think and act as they do, and the development of this scientific observa-

tion of behavior, psychology, will be presented in a series of 5 TV shows by the Illinois Institute of Technology that started Wednesday, November 21. The series, called "A Century of Psychology," will be presented on the "Learning Brings Adventure" show on consecutive Wednesdays over WGN-TV, a commercial Chicago station.

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Wofford College, Spartanburg, South Carolina, has put out a series of TV programs, the first organized broadcasting production to come from the school. The series is called "This is Wofford," and consists of seven programs covering various aspects of activities and life at the college. WSPA-TV, the local commercial station, has generously cooperated in putting on these programs, which have received complimentary response from alumni and friends.

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November 14th, WNYC, N.Y., saluted the 70th Anniversary of the University Settlement. Emanating directly from the Grand Ballroom of the Hotel Commodore, the broadcast honored the movement that began on the lower East Side in 1886 and grew into a string of more than 800 Settlement houses across the country. Noted personalities Burt Lancaster and Jessica Tandy were present at the ceremony.

WNYC deserves further praise for the excellent "live" music they've been broadcasting. Everything from opera to chamber music can be heard "live" at different specified times. Such an ambitious program can only be applauded.

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Henry Hull, celebrated actor who presented "An Evening with Mark Twain" recently at the State University of Iowa, discussed how he develops a character for portrayal on WSUI, the State University's radio station. Hull told of his life in the theater and why he chose to re-create the character of Mark Twain in his lecture series.

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The Rt. Hon. Herbert Morrison, British Labor Party leader, was featured on "Guest Speaker" over WILL, University of Illinois, November 25, 1956. A veteran leader in British politics for more than 30 years, Morrison was on the University campus to speak on the All-University Forum Series. Before starting out on the nationwide lecture tour of which this university appearance was a part, Morrison condemned the action of Nasser of Egypt in seizing the Suez Canal. In this talk, he discussed some of the more recent developments in the Middle East Controversy.

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Some of the best film from the "Omnibus" libraries are being shown once over each of the nation's 23 ETV stations. The series, titled "An American Album", is distributed by the ETRC in Ann Arbor, Michigan. This special series includes the Lincoln programs and features program host Alistair Cooke in a number of special on-the-scene interviews with outstanding personalities. WQED, Pittsburgh, and KQED, San Francisco, are among those currently running the series.

Also, the ETRC announced National Educational TV has focused on the 11th Session of the UN General Assembly this winter to present up-to-the-minute coverage of the meetings for viewers in the 22 cities served by ETV. The weekly 15-minute programs built around interviews with key UN leaders and analyses of critical issues are kinescoped and shipped air express to the 23 stations on Friday at the close of each week's meeting. Thus, they are, beginning November 19, ready for telecast within a few hours after important events have occurred.

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A new series of programs produced this fall by the University of Tennessee Radio & TV Service is receiving widespread attention. Called "Stop, Look and Listen," the program deals with speech development in the pre-school age child and appears over commercial station WBIR-TV. Many persons have praised the program and told how their children, or children they know, have picked up good speech habits and improved those they already had.

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BOX SCORE

Total number of TV stations - 491 (395 VHF, 96 UHF) includes 23 noncommercial, 6 UHF.

Total number of AM stations - 2937 (includes 35 noncommercial)

Total number of FM stations - 623 (includes 142 noncommercial)

excerpt from TV Digest

FCC ACTIONS

East Carolina College's application for a 3,000 watt FM educational radio station has been approved by the FCC, according to Wendell W. Smiley, college librarian and technical director on the college Radio and TV Committee. The transmitting tower will be placed on the roof of the library and will be 150 feet off the ground. Studios on the campus, other facilities providing for pick-ups, and the tower are expected to be ready for operation very soon.

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The University of Utah applied to the FCC for an ETV station at Salt Lake City on Channel 7. To build the station the University said it is matching a $100,000 grant from the Fund for Adult Education with a like sum from the University school fund reserves. The station is scheduled to operate 20 hours a week between Monday and Friday.

TEACHING BY RADIO-TV

High school students receiving WQED's "Schooltime" offerings in their Pittsburgh classrooms (as well as the general public) soon

had the opportunity to learn more about "Short Form 1040" and other income tax matters when the Internal Revenue Service - through its Pittsburgh office - introduced a new idea on TV.

The program was shown the 26th-30th of November and instructed employed high school students in filling out tax forms, and explained to them our tax system and the expenditure of the budget dollar. "1040-A" was a supplement to the mathematics and Problems of Democracy segment of the school curriculum.

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Typewriting can be taught more effectively by TV than by an instructor in the classroom, according to results of a study by the Bureau of Business Research at Michigan State. It was found that TV-taught students with no instructor in the room assumed more personal responsibility for their learning, learned faster and made fewer errors.

AWARDS

College instructors in social science, adult educators and employees of the mass media may apply for an all-expense fellowship to a 9-week seminar workshop on "World Affairs Programs on Radio-TV." The seminar will be held June 24-August 23, 1957, at the School of Communication Arts of the University of Denver. Application forms for fellowships and further information may be had by writing:

The Director
Social Science Foundation
University of Denver
Denver 10, Colorado

All complete application forms must be postmarked no later than March 1, 1957.

TV Technical Tips No. 27

by

Cecil S. Bidlack, NAEB TV Engineer

A new TV resolution chart offered by RETMA features an increase of wedge resolution from 600 to 800 lines. It is printed on 100% rag stock paper of extreme whiteness and no gloss, has very flat blacks and grays. In addition, paste-on photographic gray scales are supplied. The price of the chart is $4, a set of four gray scales is $2. It is available from RETMA Engineering Department, 11 West 42nd Street, New York, New York.

(TV Digest)

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We have what we believe are some interesting salary figures obtained from the Technician-Engineer, a monthly publication of the IBEW. The September, 1956 issue contains a tabulation of wage agreements of 89 radio and TV stations received at the IBEW International Office during the first 6 months of 1956 from all parts of the United States and Hawaii.

For 42 stations having a flat wage scale, the average weekly salary is $106.67, ranging from a low of $64 to a high of $152.50 per week.

For 47 stations having a sliding wage scale the average starting salary was $76.51 weekly, ranging from a low of $55.70 to a high starting wage of $102 per week. For the same 47 stations having a sliding pay scale the average top salary was $104.75 weekly, ranging from $72.50 per week to a top salary of $150 weekly.

Both radio and TV stations are listed. There are also a number of sound recording studios which are not included in the above sum-

mary. Network contracts also are not included in the list. From our perusal of this information, there is no distinction made between radio and TV pay scales. Network contracts make no distinction, either. However, we understand that many individually owned stations have higher scales for TV technical employees than for radio.

Only one educational station is included in this list, KETC, the St. Louis ETV station, where a flat scale of $130 weekly is paid.

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There is need for a survey of salaries in educational radio and TV stations. This information should be tabulated and available to members upon request. It would be useful in many ways. The NAETB has salary information available from its member stations, but educational stations seem reluctant to disclose such information.

We realize there are many stations which combine teaching and station operation. This poses problems in submitting data for a salary or job classification questionnaire. However, it would seem that a realistic approach to the collection of salary and job classification data could be made. Surely some method of publishing this information could be devised to make it impersonal. Most state and city supported institutions are required to publish salaries of employees, and these reports are available to the general public, or at least to those curious enough to dig out the information. We feel this information would be useful in many ways to station managers in preparing budgets, in helping to improve the salary situation on different staffs, and in helping to keep talented, hard-working, dedicated people at educational stations.

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The NAEB Technical Directory is in the process of revision. Data forms have been mailed to all those individuals on the Engineering mailing list. We'd like to make the directory complete, so we'll appreciate a prompt return of the data form.

We're also making an inventory of test equipment for both radio and TV. Questionnaires have been mailed to all Chief Engineers. We hope this will remind them to send us the information requested.

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On November 24, WOSU-TV, Channel 34, televised the Ohio State - Michigan football game played in Ohio Stadium in Columbus before some 82,000 spectators. The announcement of this telecast produced a boom in the sale of UHF converters with some 2,500 converters per week being sold prior to the announcement that a local VHF commercial station had also been granted the right to televise the game. WOSU-TV officials estimate that its audience has been doubled by this athletic event. Many new watchers called the station offering congratulations upon its programming prior to the telecast of the game.

We watched the game on an all-channel receiver using only the built-in antenna in the receiver. We're happy to report that WOSU-TV picture quality was superior to that of the VHF station. Both stations used the same camera equipment and both transmitters were fed by microwave from the stadium - yet the UHF picture was better. Those football fans who put a radio play by play account with a TV picture should have been happy since the broadcast was simulcast on WOSU-AM-FM.

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Positions available for engineers - write to Mrs. Judith Stevens, Placement Officer, 14 Gregory Hall, Urbana, Illinois, for information about the following:

A New York university has an opening for a Chief Engineer starting about January 1, 1957. Salary: $6,500. Prefer an engineer with a college degre, as he would have to teach.

A Minnesota university has two openings for experienced radio-TV engineers: an Assistant Chief Engineer - $5,616 to $6,828; a Junior Engineer - $4,620 to $5,616.

Next spring a 2-year, 12 million dollar national advertising campaign to educate people on the value of education will begin. Dr. Wilson Compton, president of the Council for Financial Aid to Education, Inc., said, "The aim is to show the need for money to raise the quality of education, not the Physical Plant." A national advertising agency and the Advertising Countil of America will handle the campaign through the mass media.

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